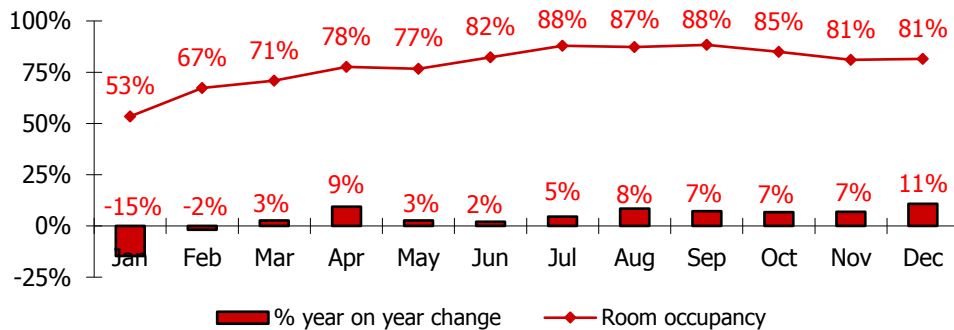


Room occupancy

Average hotel room occupancy in 2016 in York was **78.7%**, 4.4% above the rate achieved in 2015. Occupancy was low in first three months of 2016 (with the biggest drop in January, down 15%) due to flooding that occurred after Christmas and in the beginning of New Year. The “York – The Original City Adventure” campaign was launched in February 2016 to assertively market the city and turn around negative perceptions of the flooding, resulting in occupancy levels picking up again and year-on-year growth seen every month from Easter onwards.

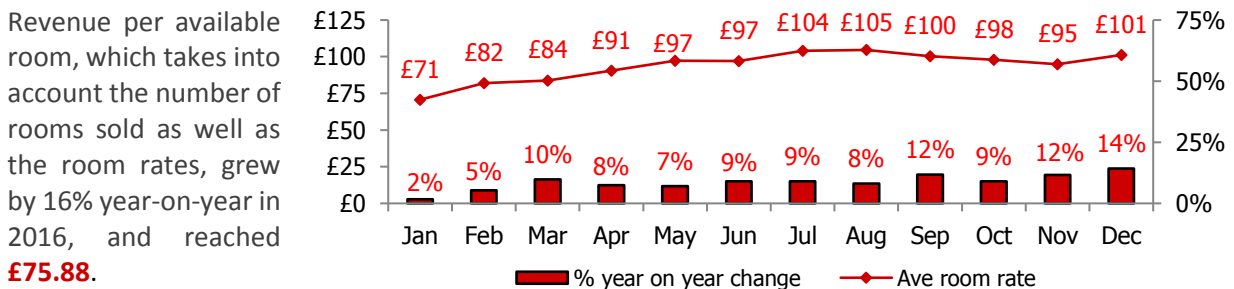


Despite the challenging first quarter, overall hotel room occupancy grew 4.4% year on year compared to 2015.

The England Occupancy Survey, by Visit England, reported hotel room occupancy rates across England in 2016 of 71% of rooms occupied, showing a 1% increase compared to last year. Cities and large towns reported the highest room occupancy rates, at 77% on average (up by 6% from 2015). This sets York’s performance in line with other cities and towns in 2016.

Average room rates

A record average room rate was achieved in 2016 in York at **£94.08**, 9.0% higher than the average room rate of £86.34 in the previous year. The monthly room rate peaked in August when it reached £104.59, 8% higher than in August 2015 and the single highest month to date.



For further information, please contact Zoe Rawson, Senior Research and Insight Executive at Make It York (zoe.rawson@makeityork.com).

The hotel occupancy survey is run by Visit York on behalf of the York Hoteliers Association. The survey reports on more than 780 rooms (a quarter of all of the 2,982 hotel rooms in the city) from 11 hotels within the 2 to 4 range.*